

# B&B ITALIA HOME

LIFESTYLE & INTERNATIONAL DESIGN LIFESTYLE & INTERNATIONAL DESIGN LIFESTYLE & INTERNATIONAL DESIGN

*n.10*

*Welcome to Italy*

**B&B**  
ITALIA

**B&B ITALIA HOME**  
**10**

*Welcome to Italy*

*Setting 1*

*Along the placid banks of the Brenta river*





# MEETING *with* PALLADIO

Far from being a building used for storage by farmers, this Palladian architecture today is rejuvenated thanks to a careful restoration.

*Nella tipica architettura palladiana era l'edificio riservato ai contadini e ai magazzini per le scorte. Oggi rivive grazie a un recupero sensibile e rispettoso.*







t

Through the colonnade, a wide  
portico leads to the entrance.  
*Tra le colonne, l'ampio porticato  
conduce all'ingresso.*

**Titikaka** *bench\_panca*

*p 12/13*

**Tobi-Ishi** *table\_tavolo*









Today's  
furniture  
seen as  
a guest:  
powerful  
yet discreet  
at the same  
time.

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*Gli arredi di oggi sono ospiti  
importanti e insieme discreti.*

**Fat-Sofa** ottoman\_pouf  
**Mera** small table\_tavolino  
**Mart** armchair\_poltrona

*p 16/17*  
**Charles** seating system\_sistema di sedute  
**Diesis** small table\_tavolino  
**Mera** small tables\_tavolini  
**Mart** armchairs\_poltrone  
**Surface** small table\_tavolino







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**Charles** *seating system\_sistema di sedute*  
**Mera** *small table\_tavolino*

*p 21*  
**Mart** *armchairs\_poltrone*  
**Mera** *small table\_tavolino*  
**Surface** *small table\_tavolino*











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The relax armchair communicates  
with abstract art.  
*La poltrona relax dialoga con  
l'arte astratta.*

**Mart** *armchair\_poltrona*





## A color palette inspired by nature.

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*La palette dei colori  
si ispira alla natura.*

**J.J.** *armchair\_poltrona*  
**Surface** *small table\_tavolino*  
**Fat-Sofa** *ottoman\_pouf*  
**Frank** *small table\_tavolino*



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**Surface** *small table\_tavolino*  
**Fat-Sofa** *ottoman\_pouf*









# i

It is a space for reading  
and intimate relaxation.  
*È lo spazio per la lettura  
e il relax più intimo.*

**Landscape** chaise longue  
**Mera** small tables\_tavolini  
**Serie Up** UP3  
small armchair\_poltroncina

p 32 / 33  
**The Table** table\_tavolo  
**Metropolitan** chairs\_sedie









## A still life of everyday living.

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*Still life di vita quotidiana.*

**The Table** *table\_tavolo*





**Gelso** *table\_tavolo*  
**Mini Papilio Outdoor** *chairs\_sedie*





## Morning breakfast and reading a newspaper under the portico.

---

*Nel portico, la colazione del mattino  
e la lettura dei giornali.*

**Gelso** *table\_tavolo*

**Mini Papilio Outdoor** *chairs\_sedie*

*p 41*

**Fat-Sofa** *ottoman\_pouf*







# O

On the first floor the  
master bedroom  
overlooks the portico.  
*La camera da letto,  
al primo piano,  
guarda sul portico.*

**Alys** *bed\_letto*  
**Fat-Sofa** *ottoman\_pouf*  
**Shelf** *bookcase\_libreria*  
**Metropolitan** *armchair\_poltrona*







**Alys** bed\_letto  
**Frank** small table\_tavolino  
**Shelf** bookcase\_libreria



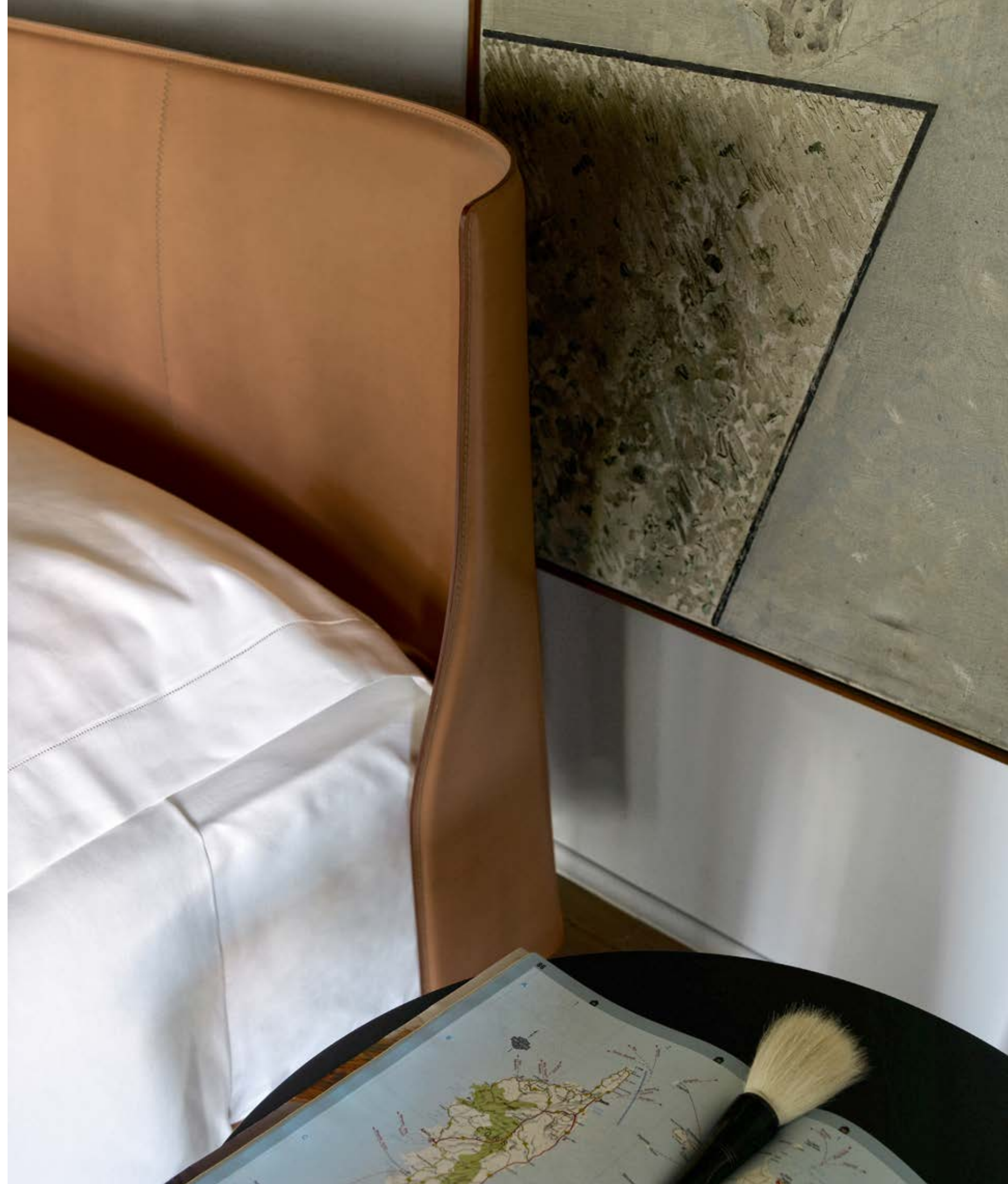
The  
headboard:  
like a sheet  
of paper,  
lightly  
curled.

---

*La testata è un foglio  
appena curvato.*

**Alys** *bed\_letto*  
**Frank** *small table\_tavolino*

*p 49*  
**Metropolitan** *armchair\_poltrona*









# P

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Please close the gate  
on your way out.  
*Uscendo...si prega di  
chiudere il cancello.*





*Setting 2*

*A stone's throw from Lake Maggiore*





# WOOD *all around*

**Going back to nature without leaving the city,  
its privileges, and the comforts.**

Decidere di vivere nella natura, senza abbandonare  
la città, con il privilegio di tutti i comfort.





**The path twists  
and turns sinuously,  
drawing a line  
on the lawn.**

Il sentiero si snoda  
sinuoso disegnando  
anche il verde.

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**Crinoline** *armchairs\_poltrone*  
**Fat-Fat** *tray\_rassoio*

*p 60/61*  
**Flat.C** *wall system\_sistema a muro*  
**Moon System** *sofa and ottoman\_divano e pouf*







**Under the portholes,  
light seeps through.**  
Sotto gli “oblò”  
da cui filtra la luce.

**Flat.C wall system**\_sistema a muro  
**Moon System**  
sofa and ottoman\_divano e pouf

p 64/65  
**Frank seating system**\_sistema di sedute  
**Serie Up 2000\_UP5 UP6**  
armchair and ottoman\_poltrona e pouf  
**Diesis** small table\_tavolino  
**Luis** bench\_panca  
**Pyllon** stool\_sgabello









**Iconic,  
comfortable,  
inimitable.**  
Iconica,  
accogliente,  
inimitabile.

---

**Serie Up 2000\_UP5 UP6**  
*armchair and ottoman\_ poltrona e pouf*  
**Frank** *small table\_ tavolino*  
**Luis** *bench\_ panca*







p 68/69\_70/71

**Frank** seating system and small table  
sistema di sedute e tavolino

**Luis** bench\_panca

**Diesis** small table\_tavolino

**Pylon** stool\_sgabello

**Link** table\_tavolo

**Iuta** chairs\_sedie

**Eileen** console











**A black  
backdrop  
for art.**  
Il nero  
fa da sfondo  
all'arte.

**Pylon** *stools\_sgabelli*





**Link** *table\_tavolo*  
**luta** *chairs\_sedie*  
**Eileen** *console*





**Link** *table\_tavolo*  
**luta** *chairs\_sedie*







**Mirto**  
table, chairs and folding small armchair  
tavolo, sedie e poltroncina pieghevole



**Black and white.**  
**No more.**  
**No less.**  
Bianco e nero.  
Solamente.

---

**Terminal 1** *day bed*  
**Fat-Fat** *tray\_rassoio*







**A walk-in closet  
that becomes  
a boiserie.**  
La cabina-armadio  
come boiserie.

---

**Crinoline** *armchair\_poltrona*  
**Backstage**  
*wardrobe system\_sistema di armadi*



**Black and white,  
also at bedtime.**  
Bianco e nero  
anche per la notte.

---

**Papilio** *bed\_letto*  
**Awa** *small table\_tavolino*







**Piccola Papilio**  
*revolving armchair\_poltrona girevole*  
**Grande Papilio** *ottoman\_pouf*

*p 88/89*  
**Bend-Sofa** *seating system\_sistema di sedute*  
**Frank** *small table\_tavolino*









**Bend-Sofa** *seating system\_sistema di sedute*  
**Frank** *small table\_tavolino*





**Mirto**  
*chaise longue with adjustable back*  
*chaise longue con schienale regolabile*





**A glass wall,  
like in an aquarium.**  
La parete vetrata  
come nell'acquario.

---

**Fat-Fat** *tray\_rassoio*





*Setting 3*

*On the sweet Ligurian Appennine*





# RURAL*chic*

Peacefulness. Vineyards all around. A view of the Appennine Mountains.  
A spiritual retreat for the modern Cincinnatus.

*Il silenzio, i vigneti tutt'intorno, la vista sull' Appennino.  
E' il buen retiro di un moderno Cincinnato.*









# *close* UP

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Close up on the  
table graphic insert.  
*Close up sull'inserto  
grafico del tavolo.*

**Seven** *table\_tavolo*





**Shelf X** *bookcase\_libreria*  
**Seven** *table\_tavolo*  
**Lazy '05** *chairs\_sedie*



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A sideboards reinterpreted using a  
bookshelves.  
*La libreria reinterpreta la piattaia.*

**Shelf X** *bookcase\_libreria*





# UP & *down*

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Up and down the stairs.  
*Su e giù per le scale.*





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**Area** *small table and ottoman\_tavolino e pouf*  
**Tufty-Time** *seating system\_sistema di sedute*  
**Athos** *storage system\_sistema di contenitori*  
**Serie Up 2000\_UP1** *armchair\_poltrona*







# DESIGN

Everywhere, design pieces  
replace ordinary objects.  
*Orunque il design è d'autore.*

**Athos** storage system\_sistema di contenitori

p 114/115

**Athos** storage system\_sistema di contenitori

**Area** small table and ottoman\_tavolino e pouf

**Tufty-Time** seating system\_sistema di sedute







**Area** *small table and ottoman\_tavolino e pouf*







**Tufty-Time** seating system\_sistema di sedute  
**Husk** armchair and ottoman\_poltrona e pouf  
**Fat-Fat** small tables\_tavolini  
**Serie Up 2000\_UP1** armchair\_poltrona



# BACK light

The backlight gently  
strokes the objects.  
*Il controluce  
accarezza gli oggetti.*

**Fat-Fat** *small tables\_tavolini*







Husk armchair\_poltrona  
Fat-Fat tray\_vassoio



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**Fiat.C** wall system\_sistema a muro  
**Mini Papilio**  
revolving armchairs\_poltroncine girevoli

p 126/127  
**Fiat.C** wall system\_sistema a muro  
**Tobi-Ishi** table\_tavolo  
**Mini Papilio**  
revolving armchairs\_poltroncine girevoli









# INTO THE *night*

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Up to the top, into the night.  
*Su in cima verso la notte.*















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*p 132/133*  
**Dado** chest of drawers\_cassettiera  
**Hive** small table and ottoman\_tavolino e pouf

**Husk** bed\_letto  
**Husk** small table\_tavolino  
**Dado** night table\_comodino

*p 136*  
**Husk** bed\_letto  
**Dado** night table\_comodino







# 70's ICON

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Absolute white for  
the icon of the 1970's.  
*Bianco assoluto  
per l'icona anni '70.*

**Le Bambole '07\_Bambola**  
*armchair\_poltrona*  
**Fat-Fat** *tray\_vassoio*  
**Frank** *ottoman\_pouf*





<b>Area</b> small table and ottoman tavolino e pouf Paolo Piva, 2013 <i>p</i> 111, 115, 117	<b>Hive</b> small table and ottoman tavolino e pouf Atelier Oi, 2013 <i>p</i> 133	<b>Moon System</b> sofa_divano Zaha Hadid, 2007 <i>p</i> 60/61, 63	<b>B&amp;B ITALIA</b> <b>The Storage System</b>
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<b>Bend-Sofa</b> seating system_sistema di sedute Patricia Urquiola, 2010 <i>p</i> 88/89, 90	<b>Iuta</b> chair_sedia Antonio Citterio, 2012 <i>p</i> 70/71, 75, 76	<b>Pyllon</b> stool_sgabello Nicole Aebischer / ECAL with Atelier Oi, 2004 <i>p</i> 65, 69, 70, 72	<b>Flat.C</b> wall system_sistema a muro Antonio Citterio, 2008 <i>p</i> 61, 63, 125, 126
<b>Charles</b> seating system_sistema di sedute Antonio Citterio, 1997-2011 <i>p</i> 16/17, 19	<b>J.J.</b> armchair_poltrona Antonio Citterio, 2008 <i>p</i> 24	<b>Serie Up 2000</b> seating system_sistema di sedute Gaetano Pesce, 1969-2000 <i>p</i> 64, 67, 111, 118	<b>B&amp;B ITALIA</b> <b>The Night Collection</b>
<b>Dado</b> storage units with drawers contenitori con cassetti Studio Kairos, 2007 <i>p</i> 132/133, 134, 136	<b>Landscape</b> chaise longue Jeffrey Bennett, 2001-2005-2011 <i>p</i> 31	<b>Seven</b> table_tavolo Jean-Marie Massaud, 2008 <i>p</i> 102, 104/105	<b>Alys</b> bed_letto Gabriele and Oscar Buratti, 2013 <i>p</i> 43, 44/45, 47
<b>Diesis</b> small table_tavolino Antonio Citterio e Paolo Nava, 1979 <i>p</i> 16/17, 64/65, 68/69, 70/71	<b>Lazy</b> chair_sedia Patricia Urquiola, 2003-2005 <i>p</i> 104/105	<b>Shelf and Shelf X</b> bookcases_librerie Naoto Fukasawa, 2005-2006 <i>p</i> 43, 45, 104, 107	<b>Backstage</b> wardrobe system_sistema di armadi Antonio Citterio, 2013 <i>p</i> 82
<b>Eileen</b> console Antonio Citterio, 2003 <i>p</i> 70, 75	<b>Le Bambole '07</b> seating system_sistema di sedute Mario Bellini, 1972-2007 <i>p</i> 138	<b>Surface</b> small table_tavolino Vincent Van Duysen, 2010-2011 <i>p</i> 16/17, 21, 24, 27	<b>Husk</b> bed_letto Patricia Urquiola, 2013 <i>p</i> 134, 136
<b>Fat-Fat</b> service elements and tray elementi di servizio e vassoio Patricia Urquiola, 2002 <i>p</i> 59, 81, 92, 95, 118/119, 121, 122, 138	<b>Link</b> table_tavolo Jakob Wagner, 2009 <i>p</i> 70/71, 75, 76	<b>Terminal 1</b> day bed Jean Marie Massaud, 2008 <i>p</i> 81	<b>Papilio</b> bed_letto Naoto Fukasawa, 2013 <i>p</i> 85
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<b>Frank</b> seating system_sistema di sedute Antonio Citterio, 2012 <i>p</i> 64/65, 67, 69, 138	<b>Mart</b> armchair_poltrona Antonio Citterio, 2003 <i>p</i> 14, 16, 21, 22	<b>The Table</b> table_tavolo Monica Armani, 2006 <i>p</i> 32/33, 34	<b>Crinoline</b> armchairs_poltrone Patricia Urquiola, 2008 <i>p</i> 59, 60, 82
<b>Frank</b> small tables_tavolini Antonio Citterio, 2012 <i>p</i> 24, 44, 47, 67, 71, 88, 90	<b>Mera</b> small table_tavolini Antonio Citterio, 2012 <i>p</i> 14, 16/17, 19, 21, 31	<b>Tobi-Ishi</b> table_tavolo Edward Barber and Jay Osgerby, 2012 <i>p</i> 12/13, 126/127	<b>Gelso</b> table_tavolo Antonio Citterio 2010 <i>p</i> 36/37, 38
<b>Grande Papilio</b> ottoman_pouf Naoto Fukasawa, 2009 <i>p</i> 86	<b>Metropolitan</b> chairs and armchair_sedia e poltrona Jeffrey Bennett, 2002-2003 <i>p</i> 33, 43, 49	<b>Tufty-Time</b> seating system_sistema di sedute Patricia Urquiola, 2005-2006 <i>p</i> 111, 115, 118/119, 121	<b>Mini Papilio Outdoor</b> chairs_sedie Naoto Fukasawa, 2013 <i>p</i> 36/37, 38
	<b>Mini Papilio</b> revolving small armchair poltroncine girevoli Naoto Fukasawa, 2012 <i>p</i> 125, 126/127		<b>Mirto</b> table, chairs, small armchairs, chaise longue tavolo, sedie, poltroncine, chaise longue Antonio Citterio, 2013 <i>p</i> 79, 92

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**Thanks to:**

*p* **13**  
Il Cirmolo, glass cloche

*p* **16/17**  
Kasthall rug;  
on the lower table, art books courtesy  
of Galleria Demetra

*p* **20**  
on the mantlepiece, art books by  
Valeria Brancaforte, courtesy of  
Galleria Demetra;  
Bruno Gambone, ceramic vase

*p* **24**  
Kasthall, rug; Estro, lamp

*p* **27**  
Arcade Paris, vase;  
Sfera, copper pitcher;  
Il Cirmolo, wooden sphere

*p* **31**  
Kasthall, rug

*p* **32**  
Bruno Gambone, handled vase and  
caraffe; Sfera, sfera brown pitcher and  
plates; When Objects Work, tray

*p* **33**  
Kasthall, rug

*p* **34**  
Sfera, plates; Il Cirmolo, bell jar;  
Society Made in Limonta, napkin

*p* **36/37\_38**  
Covo, latex leaf plates

*p* **43**  
on the bookshelves:  
When Objects Work, glass vase;  
Tappeti Contemporanei, patchwork rug

*p* **44/45**  
Galleria Clio Calvi e Rudy Volpi, painting;  
Society Made in Limonta, green blanket;  
Tappeti Contemporanei, patchwork rug

*p* **49**  
on the floor:  
Giacomo Benevelli, lamp

*p* **60/61\_63**  
Nanimarquina, rug;  
on the shelf:  
Cristina Balbiano d'Aramengo,  
flag book; courtesy Galleria Demetra

*p* **68/69**  
on the lower table:  
Galleria Demetra, art boooks;  
paper wheel, hand made,  
Laboratorio Gennaro Avallone;  
Nanimarquina, rug

*p* **72**  
Cristel Hermann, art work,  
courtesy of Galleria Michela Cattai

*p* **75**  
on the table: Rossana Orlandi, bowls

*p* **77**  
Bruno Gambone, fantastic creature  
and bottle; Animalier e Oltre, panels

*p* **81**  
Laboratorio Gennaro Avallone, vase;  
on the wall:  
art work by Livio Marzot, courtesy of  
Galleria Clio Calvi e Rudy Volpi

*p* **85**  
Nanimarquina, rug

*p* **88/89**  
Nanimarquina, rug;  
Rossana Orlandi, iron sculpture;  
on the ottoman, Somma blanket

*p* **90**  
on the Nanimarquina rug:  
Bruno Gambone, fantastic creature

*p* **100/101**  
Zeus Milano, bench;  
Rossana Orlandi, glass vase

*p* **104/105**  
Rossana Orlandi, teapot and soup  
tureen; When Objects Work,  
bowls with wooden lid;  
Paola C., grater;  
on the wall: Spazio RT, cetra;  
on the table: Discipline, tray;  
Ceramica Galassia, coat hanger;  
Kasthall, rug

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Discipline, wooden boxes;  
Rossana Orlandi, glass soup tureen  
and vase

*p* **111**  
Danese, hanging lamps;  
Kasthall, rug

*p* **112**  
Martinelli Luce, lamp;  
Rossana Orlandi, bottle;  
Kami Pots, bowl

*p* **114/115**  
Rossana Orlandi, bottle and grey trays;  
Danese, lamps

*p* **117**  
Galleria Luisa Delle Piane,  
dimensional figures with wooden box

*p* **118/119**  
Kasthall, rug;  
Zeus Milano, bench;  
tray with handles, Paola C.;  
Danese, hanging light fixture;  
Galleria Clio Calvi e Rudy Volpi,  
ondulating maple panel

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Rossana Orlandi, glass vase;  
Discipline, tray;  
sul fondo separè in legno  
Galleria Clio Calvi e Rudy Volpi

*p* **126/127**  
Paola C., copper tray with handle and  
wooden candle holder;  
Flos, hanging light fixtures;  
Kasthall, rug;  
on the bookshelves:  
Galleria Clio Calvi e Rudy Volpi,  
ceramic sculpture and small painting;  
on the table:  
Galleria Luisa delle Piane, bowl

*p* **132/133**  
Artemide, desk lamp;  
Somma, blanket

*p* **134**  
Somma, white blanket;  
Danese, hanging light fixtures;  
Kasthall, rug

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Sisko Design, ladder bookshelves

*p* **138**  
Kasthall, rug

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